

2024

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by **BolognaFiere**
MARCA CHINA INTERNATIONAL PRIVATE LABEL FAIR
深圳国际自有品牌展

Marca China

International Private Label Fair



26–28 June 2024
Shenzhen Convention & Exhibition Centre (Futian)

Exclusive to exhibitors and specially invited buyers on 26 June

A New Era of Global Retail
A New Chapter for Private Label

Marca China International Private Label Fair 2024 (Marca China) will be held at the **Shenzhen Convention & Exhibition Centre (Futian)** on **26–28 June 2024**. With an exhibition area of 20,000 square metres, the event will bring together over 400 high-quality exhibitors and more than 10,000 buyers and trade visitors. There will be more than 20 professional forums and events taking place. Focusing on dynamic sectors of the private label industry, such as food and beverages and household and personal care products, the exhibition will incorporate new consumer trends like organic health and creative packaging design. The primary goal is to build collaborative bridges between manufacturers, source factories, brand owners and retailers, thereby promoting the development of China's private label industry.

Marca China 2024 is set to revolutionise the traditional format by unlocking a brand new '1+2' model, which will provide exhibitors with an experience that goes beyond expectations.



INNOVATIVE MODEL

Day 1

26 June, Exclusive Supplier–Retailer Day
Conference Floor, 5/F, Shenzhen Convention & Exhibition Centre

Open exclusively to the exhibitors and specially invited qualified buyers.

Buyer guests include private label directors and managers, procurement and product directors and managers from global retailers, brands and specialty stores; product managers from e-commerce and MCN agencies; as well as procurement managers from distribution agents and import companies.

Diverse Industry Training Sessions

Topics for Exhibitors include: product quality, product research and development, packaging design, channel expansion and livestream sales.

Topics for Buyers include: category management, cost control, profit margins and business format innovation.

Buyer's Product Selection Sharing Sessions

These sessions focus on the sharing of product selection strategies, planning, and requirements, aiming to align private label products more effectively with market demands.

Featured Product Showcase

The Featured Product Showcase displays selected products from exhibitors, helping them gain earlier exposure and enhanced visibility. It is available exclusively to exhibitors with an exhibition area of 36 square metres or above.

Welcome Dinner

All exhibitors and qualified buyers will be invited to the welcome dinner, which will provide a platform to enhance communication and expand networks.

Days 2 and 3

27–28 June
Halls 7 and 8,
Shenzhen Convention & Exhibition Centre

20,000
m²

400+
Exhibitors

10,000+
Visitors

20+
Programme & Events

Pain Points of Traditional Exhibitions

- The final day witnesses a decrease in attendance and popularity, making exhibitors less motivated to engage.
- Exhibitors are constrained by their booth locations and must wait passively, unable to engage with all their target buyers.

Highlights of the '1+2' Model

- The Exclusive Supplier–Retailer Day is a high-yield, low-input day that replaces the final day, allowing exhibitors to secure resources at the start of the event, increase exhibition returns, and even reduce travel costs.
- The Exclusive Supplier–Retailer Day is a precisely targeted gathering of a group of top-level qualified buyers, providing exhibitors with the opportunity for proactive engagement and communication in advance, leading to enhanced efficiency.



THE BENEFITS OF PRIVATE LABEL



Private Label means that manufacturers and suppliers engage in contract manufacturing to produce proprietary brand products for retailers, brand owners, e-commerce platforms, wholesalers, and other distribution channels.



